



## GLOBAL MATCHMAKING RECEPTION

Las Vegas ♦ Nevada

Sunday, April 13, 2008 5:30pm-7:30 pm

Las Vegas Hilton Hotel & Casino, Ballroom C

### *Meet More International Buyers at NAB—and Expand Sales into New Overseas Markets!*

- **The National Association of Broadcasters (NAB), the US Commercial Service, and the Arizona District Export Council** have joined forces to provide you an opportunity to target the over 30,000 international attendees expected at NAB2008.
- **Your Perfect Opportunity to Develop New International Customers.** Through exhibiting in the **Global Matchmaking Reception**, you can achieve multiple objectives, including export sales, marketing and business development. You'll also: meet and prospect new customers; network with foreign buyers and industry professionals; and entertain new contacts/partners/clients in a hospitable and professional venue.
- **The U.S. Commercial Service's Overseas Specialists will lead buying delegations to NAB 2008.** Electronic media, broadcast technologies and equipment, digital media and solutions buyers and professionals from these markets attend **NAB Global Matchmaking Reception: Argentina, Austria, Belgium, Brazil, Canada, China, Colombia, Dominican Republic, Egypt, France, Germany, Japan, Hong Kong, Indonesia, the Philippines, Malaysia, Singapore, South Korea, Taiwan, Thailand, Ukraine, and the United Kingdom.**
- **As a result of participation in the previous Global Matchmaking Receptions, participants have achieved substantial new sales!**

*The reception is a great tool to meet the foreign buyers at NAB...and then have them visit your booth for more in depth conversations.*

Gunnar Lars Light, Managing Director  
Worldwide Sales & Marketing – ATCi

### Information for Tabletop Exhibitors:

- Location:** Las Vegas Hilton  
Ballroom C
- Date:** Sunday, April 13, 2008  
**Time:** 5:30pm – 7:30pm
- You Get:** ♦ 6' skirted table, 2 chairs, company sign  
♦ Listing in Event Directory  
♦ Complimentary buffet  
♦ Complimentary passes for NAB 2008, exhibits only
- Attendees:** All NAB 2008 registered international attendees and exhibitors will be invited
- Promotion:** ♦ NAB will invite all international attendees to this event.  
♦ NAB will promote this event in all applicable NAB 2008 Promotions  
♦ The "NAB 2008 Global Matchmaking Reception" will be posted on the "International Services" section of the NAB2008 Web Site:

**Registration Due Date:** March 30, 2008

**Participation Fee:** \$495.00

*Please make checks payable to the 'Arizona District Export Council' and mail to:*

Kristian Richardson  
Arizona District Export Council  
2828 N. Central Ave., Ste 800  
Phoenix, AZ 85004

*For assistance with payment call Kristian Richardson  
at (602) 254-2907.*

*(No refunds after April 1, Substitutions OK)*

For more information and to register, please visit [http://www.buyusa.gov/ict/nab\\_gmr\\_2008.html](http://www.buyusa.gov/ict/nab_gmr_2008.html)

or complete and fax this page to:

Kristian Richardson at Fax: 602-745-7210

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Website: \_\_\_\_\_ Booth #: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Service/Product: \_\_\_\_\_

☐ Check here if you are interested in meeting one-on-one with US Embassy Broadcast industry specialists.